Listing of Claims

       This listing of claims will replace all prior versions, and listings, of claims in the application.

1. **(Currently Amended)**   A computer implemented method for configuring one or more products, the computer implemented method comprising the steps of:

       receiving a request for a branded product from a user through an online interface;

       separating the product into at least an item, a process and an artwork wherein one or more item parameters, one or more process parameters and one or more artwork parameters are identified;

       applying a pricing algorithm for assigning a price to the product wherein the price is <u>dynamically generated using user-customizable pricing data and formulas based in part on the item, process, and artwork parameters;</u> ~~based on the item, the process and the artwork where a combination of the item parameters, process parameters and artwork parameters generates the price;~~

       linking the item parameters, the process parameters and the artwork parameters <u>to dynamically create a product identifier when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's item parameters, process parameters, and artwork parameters;</u>

       ~~creating a product identifier for the product~~; and

       branding the product as requested, wherein the product is identified by the product identifier.

2. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying an item template.

3. **(Original)** The method of claim 1 wherein the step of separating the product further comprises the step of supplying a process template.

4. **(Original)** The method of claim 2 wherein the step of separating the product further comprises the step of creating an item definition page based on the item template.

5. **(Original)** The method of claim 3 wherein the step of separating the product further comprises the step of creating a process definition page based on the process template.

6. **(Canceled)**

7. **(Previously Presented)** The method of claim 1 wherein the one or more item parameters comprise description information.

8. **(Previously Presented)** The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. **(Previously Presented)** The method of claim 1 wherein the one or more process parameters comprise pricing information.

10. **(Canceled)**

11. **(Currently Amended)** A computer implemented system for configurating one or more products, the computer implemented system comprising:

an online interface for receiving a request for a branded product from a user;

separating means for separating the product into at least an item, a process and an artwork wherein one or more item parameters, one or more process parameters and one or more artwork parameters are identified;

a pricing algorithm for assigning a price to the product wherein the price is <u>dynamically generated using user-customizable pricing data and formulas based in part on the item, process, and artwork parameters</u> ~~based on the item, the process and the artwork where a combination of the item parameters, process parameters and artwork parameters generates the price~~;

linking means for linking the item parameters, the process parameters and the artwork parameters;

creating means for ~~creating a product identifier for the product~~ <u>dynamically creating a product identifier when the product is sourced, quoted or ordered, where the product identifier is defined by a combination of the product's item parameters, process parameters, and artwork parameters</u>; and

branding means for branding the product as requested, wherein the product is identified by the product identifier.

12. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying an item template.

13. **(Original)** The system of claim 11 wherein the separating means for separating the product further comprises means for supplying a process template.

14. **(Original)** The system of claim 12 wherein the separating means for separating the product further comprises means for creating an item definition page based on the item template.

15. **(Original)** The system of claim 13 wherein the separating means for separating the product further comprises means for creating a process definition page based on the process template.

16. **(Canceled)**

17. **(Previously Presented)**   The system of claim 11 wherein the one or more item parameters comprise description information.

18. **(Previously Presented)**   The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19. **(Previously Presented)**   The system of claim 11 wherein the one or more process parameters comprise pricing information.

20. **(Canceled)**